

September 8, 2026

Issue 433



[Events](#)

[Join](#)

[Sponsor](#)

[Directory](#)



**Minimize Risk.
Maximize Opportunity.**

*Custom insurance solutions
to keep you moving forward.*



In this Issue

- Reflect, Recharge and Refine
- Thank a Mover
- Last Chance - webinars and golf registration
- CAM News
- From the Archives
- Survey Says

- Upcoming Events - CAM2026
- If AI Makes a Mistake, Who Is Responsible?



ENJOY THE CONFIDENCE OF
WORKING WITH CANADA'S
NUMBER ONE VEHICLE
RELOCATION COMPANY.



President's Message



Nancy Irvine, CPM, CAM President (not AI)

Reflect, recharge and refine

For CAM members, peak season means long days, full schedules, quick decisions and an all-hands-on-deck commitment to serving customers well. As that intensity begins to ease, I encourage everyone to take a well-earned breath.

This is the time to enjoy a slightly less nutty season, reconnect with colleagues and friends, and take stock of the summer just completed.

What worked particularly well? Where did bottlenecks arise? Were there opportunities to improve estimating, dispatch, labour planning, equipment use, customer communication or follow-up?

The answers to those questions can form the foundation of a thoughtful plan to fine-tune your operation over the fall and winter months.

Education is an important part of the reset. CAM has several [upcoming free webinars](#) that offer timely, practical ideas for improving performance:

- **Focus on Profitability: Asset Utilization — This Thursday! Sept. 10th.**
Peter McCullough of Raven Research will explore how more consistent equipment

use and available truck capacity can help control truck-related costs and strengthen profitability.

- **Search Has Changed: What AI Means for Your Marketing** — Sept. 24th.
Mickey Serebnitski of First Rank will examine how AI-powered search tools are changing the way customers find and evaluate businesses—and what movers can do now to maintain visibility.
- **Focus on Profitability: Managing Fuel Costs** — Nov 5th.
Peter McCullough is back to look at fuel-efficiency strategies and purchasing approaches that can reduce cost per gallon or litre.

If your schedule doesn't allow for a live session, remember that the [CAM Members Only webinar library](#) offers a broad range of past presentations. Topics include labour costs, employee experience, estimating, chargebacks, digital and traditional marketing, AI in moving, training, insurance, cross-border and international moving, virtual estimates, sales, customer service and more.

It is an excellent resource when you are ready to focus on a specific challenge or opportunity.

A great way to combine a reset with industry camaraderie is CAM's [30th Annual Golf Day](#) on September 28th. Whether you play, sponsor, join us for lunch, or simply come for the 19th-hole reception and dinner, it is a terrific opportunity to spend time with fellow movers and suppliers.

Finally, if you can set aside a little more time this fall, make plans to join us at [CAM2026](#), November 15–17 in Richmond, BC. The conference will offer opportunities to sharpen your business strategy, meet with suppliers, exchange ideas with fellow movers and enjoy the camaraderie that makes our industry so special. And laugh. There's tons of fun waiting for you with your CAM community.

I can't thank you enough for the commitment, professionalism and resilience you brought to our industry during the busiest months of the year. Take time to reset—but also use this moment to reflect, refine and prepare for what comes next.



NATIONAL TRUCKING WEEK

[#ThankAMover](#)

September 6-12, 2026 marks *National Truck Driver Appreciation Week*. As we tell anyone who will listen to us, drivers who move household goods either down the street, across the country, or beyond, are “elite.”

On a daily basis, they physically load, move, unload, and set up furniture and household goods during client deliveries. There’s no standing around for our drivers while a warehouseman forklifts 22 pallets onto their rig. Not in our industry!

Every day, under completely different and unexpected circumstances they act as assurers, often offering emotional support injected with humour (and yes, sarcasm in the right circumstances) to their stressed-out clients. They do it professionally and problem-solve on the spot, keeping everyone and everything safe.

They teach their crews on the fly, work in extreme weather conditions, find time to pet the family dog and talk to the children, and after a day of diverse labour intensive activities, they head out on the highway for long hours of driving to the next spot with often only a podcast or music to keep them going. They manage tons of paperwork and, for most, accept new ways of processing it as their world gets more digitalized.

In this faster-paced world they stay calm, positive, and understanding (well, most of the time).

All this to say that our industry’s drivers are simply the best and we appreciate them. They are the reason we can keep doing business.

Without them, we’re nowhere. So thank your drivers on our behalf.



GOT THE RIGHT STUFF? Let's Talk.

Atlas Van Lines Canada is growing—and we're looking for exceptional independent movers to join our trusted national network.

As an Atlas agent, you'll gain access to exclusive long-distance leads, modern moving tech, comprehensive training, and a collaborative community of professionals across the country.

Think you're a fit?

Learn more at atlasvanlines.ca



TIME IS RUNNING OUT

LAST CHANCE

ACT NOW!

This Thursday! Focus on Profitability: Asset Utilization

September 10, 2026, 1 PM ET

Focus on Profitability: Asset Utilization

Thursday, Sept 10, 2026
01:00 PM (ET)

with *Peter McCullough*

FREE
to members!

www.mover.net/for-movers/education

In the 2nd of our series on profitability, [Peter McCullough](#) of Raven Research will focus on how maximizing asset utilization can significantly reduce truck-related costs. A monthly truck payment becomes much more manageable when the asset is consistently in use.

We'll also discuss how available truck capacity can quietly impact profitability if not managed closely.

Register now and we'll send you a calendar reminder!

[Register Here](#)

One more week to register!

CAM Golf 2026 - September 28, 2026



Your “out of office” excuse has arrived

Whether you’re a seasoned golfer, a cheerful cart driver, an expert in post-shot commentary, or simply someone who enjoys fresh air and great company, CAM Golf Day is a perfectly valid excuse to step away from the office for a day.

We’re looking forward to trying out a new course at [Cardinal Golf Club](#) in King, ON, catching up with industry friends, meeting new people, and enjoying a relaxed day together.

No pressure. No need to break course records. Around here, everyone’s a winner—especially anyone spending a workday on the golf course.

If you have been meaning to register, now is the time to grab your spot and join the CAM community for a great day of golf, laughs, networking, and perhaps a few heroic putts.

CAM member, colleague, customer, neighbour. All are welcome.



CAM⁺ GOLF DAY

REGISTRATION FEES

FOURSOME	SINGLE	NO GOLF, BUT GET ME A CART!
\$860	\$240	\$150

The graphic features a red cardinal perched on the 'CAM' logo, a green wavy background, and a photo of a golfer on a green.

[Check out CAMGolf 2026](#)

Search Has Changed: What AI Means for Your Marketing

September 24, 1 PM ET



CAM⁺ Webinar

Search Has Changed: What AI Means for Your Marketing

Thursday, September 24, 2026
01:00 PM (ET)

FREE to members!

with Wickey Serebetski
First Rank
SEARCH ENGINE MARKETING

www.mover.net/for-movers/education

The graphic includes a photo of a woman working on a laptop and the First Rank logo.

AI is changing the way people search, discover businesses, and make buying decisions, and it's happening faster than most companies realize.

In this presentation, we'll explore how platforms like ChatGPT, Google AI Overviews, Gemini, and other AI-powered search tools are reshaping the marketing landscape. We'll look at what this shift means for SEO, paid advertising, content, brand visibility, and the traditional customer journey.

More importantly, we'll break down what businesses can do right now to adapt. You'll learn how search behaviour is changing, why ranking on Google is no longer the only goal, and what it takes to become a brand that both search engines and AI platforms are more likely to recommend.

Whether you're a business owner, marketing professional, or simply trying to understand where digital marketing is headed, this session will give you a practical look at the opportunities, challenges, and strategies emerging in the age of AI search.

[Register Here](#)



GREAT CANADIAN
VAN LINES
"CANADA'S MOVING COMPANY"



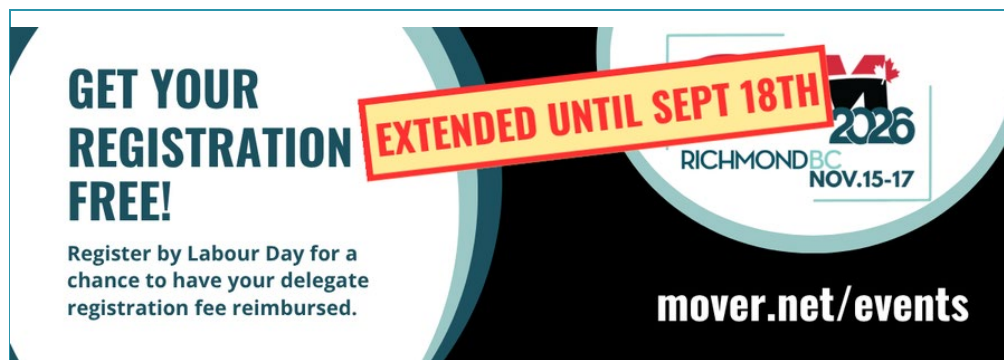
BECOME AN AGENT

- ♦ High Ethical Standards
- ♦ Quick Paying
- ♦ Low Claim Ratio
- ♦ Booking & Hauling Agents Welcome

LEARN MORE



CAM Extends Conference Contest Until September 18



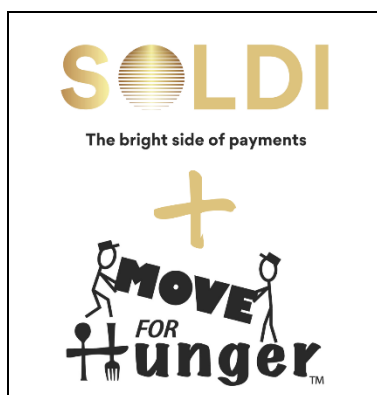
Coming to the conference? We wanted to give you one last chance to get in on the draw to win your registration for free.

If you've never attended before, CAM2026 in Richmond, BC is the perfect time to join us. From practical, business-focused sessions to interactive roundtables and relaxed networking events, you'll find it easy to connect with peers, share ideas, and build relationships that last well beyond the conference.

If it's been on your radar, now's the time to act. **Register by Friday, September 18th**, for your chance to win your full conference registration and secure your place at one of the most valuable industry events of the year.



Process Payments. Fight Hunger.



Throughout September, [SoldiPays](#) is supporting [Move For Hunger](#) by donating 50% of the profits they earn from payment processing fees to the organization.

"Move For Hunger does incredible work helping reduce food waste and fight hunger by working with moving companies and other partners to collect and deliver food that would otherwise be left behind," says Robert Dario, Sales Director at Soldi.

"For businesses that are considering reviewing their payment processing, September is a great opportunity to potentially reduce processing costs while also helping support Move For Hunger.

Every new business that begins processing with SoldiPays during the campaign will help contribute to the amount we donate," concludes Dario.

[Check out the video!](#)



**Do you have
news to share?**

Then let us know!
admin@mover.net

A banner with a background of office supplies like a calculator, pen, and papers. On the right, there is a circular icon showing a hand holding a megaphone. The background is split into orange and yellow geometric shapes.

*from the
archives*

Moving a Plane? No Problem!

We are always looking for unique jobs that our members have done.

Well, here's a doozy!

In this incredible throwback to April 23, 2011, Campbell Bros. Movers completed one of the most unique and challenging moves in their history—transporting two aircraft by road from London International Airport to Fanshawe College.

Following six weeks of detailed planning, their experienced team carefully carried out the six-hour operation, navigating the aircraft through the streets of London, including busy intersections along Oxford Street.

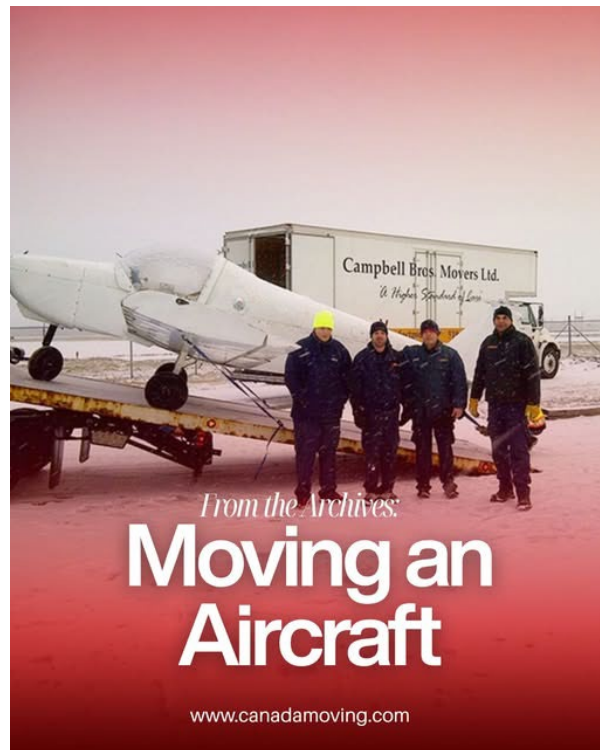
Every stage and turn was meticulously planned to ensure the oversized loads reached their destination safely.

The extraordinary move attracted crowds of spectators, with many stopping to watch and take photos as the planes made their rare journey across the city.

Movers can do anything!

What weird or wonderful job have you done? [Let us know.](#)

Campbell Bros. Movers 
A CANADA MOVING COMPANY



Here is some video footage captured during the move:

<https://www.youtube.com/watch?v=xyqs7DLKl7g>

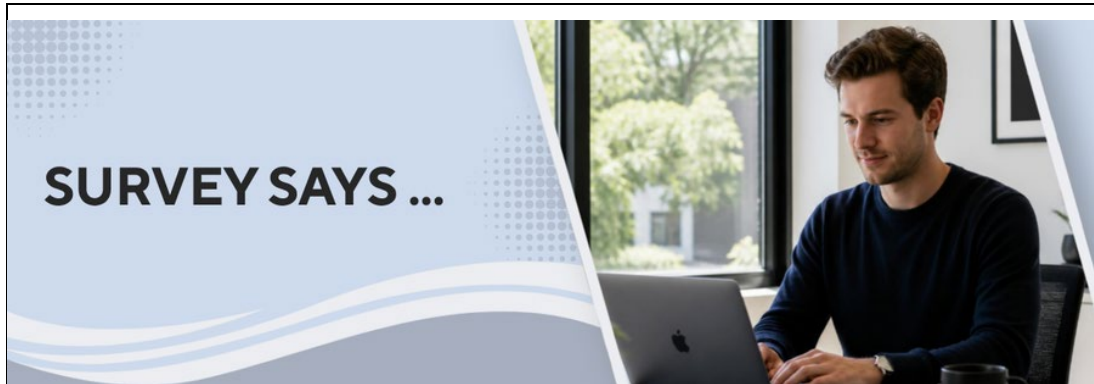
<https://www.youtube.com/watch?v=iXjCrxeJdXw>

<https://www.youtube.com/watch?v=G7si0LNF0mW>



Snowbirds Auto Connection is a family-owned provider of reliable, damage-free, door-to-door vehicle transport throughout Canada and the U.S., including coast-to-coast shipping, cross-border relocation, and secure vehicle storage.

snowbirdsautoconnection.com



What Does 2027 Hold for Trucking?

Today's Trucking and trucknews.com is conducting its **2027 Fleet Outlook Survey** to better understand where the industry is headed. Share your outlook on freight markets, equipment purchasing plans, operating costs, and the challenges shaping your business.

The survey takes about five minutes to complete. As a thank you, everyone who completes the survey will be entered for a chance to win a \$100 Amazon gift card. [Contest rules and regulations.](#)

Let's get some household goods responses in here!

[Take the Survey](#)

CAMily Feud is back this November ...

But you can help us build the game right now!



We need your best answers to some very easy questions about moving and your customers.

- **Grab a coffee** and take a few minutes to complete the survey with your best answer for each question.
- **Share the link with your coworkers** - they could use some fun (and occasional venting) too!

Not sure what to expect? Here's the first question:

Name something that instantly tells you a moving day is going to be a nightmare.

It's as easy as that - and bonus: for some questions, you get to vent!

Your chance to win a Tim Horton's gift card.

[Play now!](#)

Upcoming Events



Registration Now Open!



**Join fellow movers and suppliers in Richmond, November 15–17
Register by September 18th for a chance to attend free!**

This November, for the first time in over a decade, CAM's annual conference is heading to Richmond, BC.

Whether you are looking to sharpen your business strategy, meet suppliers face-to-face, trade ideas with fellow movers or simply see what all the conference buzz is about, CAM2026 is your chance to get in the game.



CAM mover members—register by September 18th for your chance to win your conference registration for free!

Registration rates range from \$575 to \$800 plus tax, making this one of the industry's best-value events. And thanks to Hansen's "Ticket to Ride!" those registration fees will be reduced by \$50.

First conference? First-timer rate.

First step toward new connections.

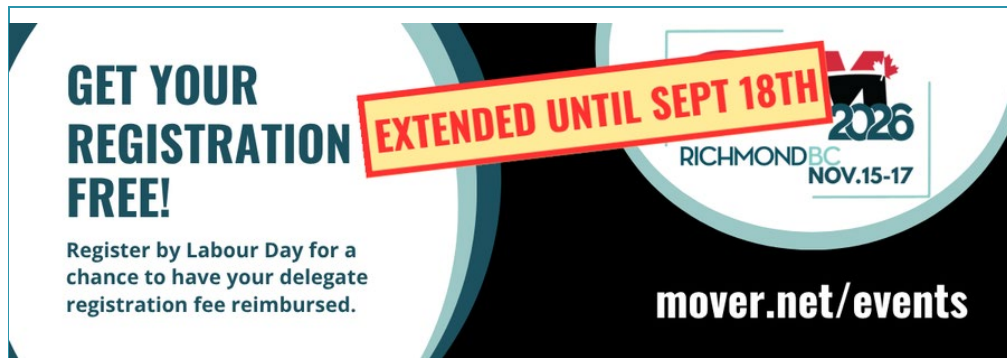
If you have never attended a CAM conference before, this is the perfect time to jump in. First-time mover attendees qualify for a special registration rate, making it easier than ever to experience the energy, connections and value of the conference for yourself.

Can't make the whole conference? Join the action your way.

We know that it's not always easy to get away. If a full conference is not in the cards, make a plan to come out for the parts that work for you.

- Join us Sunday to kick off CAM2026, reconnect with industry friends, and build conference momentum. Bring your colleagues for the evening!
- Celebrate at the Awards Dinner on Tuesday night, one of CAM's most popular events, as we recognize the outstanding people and companies helping to move our industry forward.
- Come for one day of your choosing.
- Or share your registration with someone in your company, so you can split the conference between you - because even one great conversation can lead to a new idea, opportunity or connection.

[Secure your spot today!](#)

A promotional banner for CAM2026. On the left, it says "GET YOUR REGISTRATION FREE!" in large blue letters, followed by "Register by Labour Day for a chance to have your delegate registration fee reimbursed." in smaller text. A red diagonal banner across the middle says "EXTENDED UNTIL SEPT 18TH" in white. On the right, there is a logo for "2026 RICHMOND BC NOV.15-17" with a red maple leaf. At the bottom right, the website "mover.net/events" is displayed in white on a black background.

GET YOUR REGISTRATION FREE!

Register by Labour Day for a chance to have your delegate registration fee reimbursed.

EXTENDED UNTIL SEPT 18TH

2026
RICHMOND BC
NOV.15-17

mover.net/events

[Check out #CAM2026](#)

CAM2026 General Schedule

Sunday, November 15th

- 9:00 AM Trade Show Set-Up
- 11:00 AM CAM Board Meeting
- 3:00 PM Registration Opens
- 3:00 PM Welcome Reception & Grey Cup Tailgate Party



Monday, November 16th

- 7:30 AM - 4:20 PM Conference & Trade Show
- 11:45 AM - 12:15 PM Annual General Meeting
- 2:15 PM - 2:45 PM CAMily Feud
- 4:45 PM - 8:00 PM Shuttle Buses to NFP Night
- 5:00 PM - 7:00 PM NFP Night @ Richmond Olympic Oval

Tuesday, November 17th

- 7:30 AM - 4:00 PM Conference & Trade Show
- 9:55 AM - 10:30 AM CAMily Feud
- 2:40 PM - 3:10 PM It's 5 O'Clock Somewhere
- 3:10 PM - 3:40 PM CAMily Feud Finals
- 6:00 PM - 7:00 PM Chairman's Reception
- 7:00 PM - 9:30 PM CAM Awards Banquet

The Topics



From sharpening your networking skills with 10 Ways to Work a Room and exploring Leading with Style, to timely updates from BC Trucking and practical conversations about the employee experience, every session offers something you can take back to your team.

Look ahead with What AI Means for Your Marketing, reflect on succession and growth in Back to the Future: Legacy, Leadership and Letting Go, and join our always-popular roundtable discussions—where some of the industry’s most valuable learning comes directly from fellow members.

Come ready to learn, share, and be part of the conversations shaping the future of moving.



Secure Your #CAM2026 Hotel Room Now

We will be at the lovely Westin Wall Centre, Vancouver Airport, for this year's conference. Our hotel block discounted room rate is \$229.00 + 39.29 (various taxes) = \$268.29 per night.

Our hotel block is already 50% sold out, so don't delay in booking your room. The cut-off date to reserve your room at the CAM rate is October 24, 2026.

However ...

SATURDAY NIGHT IS GETTING TIGHT!

There is a limited number of rooms still available in our contracted block for Saturday, November 14th, at \$268.29 (total room cost per night). After the block sells out, rooms will be available at the prevailing hotel rate.

So, if you're planning on coming in for Saturday night, book soon!

[Hotel Booking Link](#)



Thank You Sponsors!

Our CAM2026 sponsors are the champions behind the scenes—providing the support, partnership, and encouragement that help make this conference possible.

As we come together to exchange ideas, build connections, and reach for the podium in our industry, their commitment gives our members the Olympic-level support needed to aim higher, perform stronger, and celebrate success together.

Thank you to every sponsor for investing in CAM and helping make CAM2026 a gold-medal event.



If AI Makes the Mistake, Who is Responsible?

Farhad Khan, CEO [Member Lounge](#)

There is a lot of talk in the Association world about responsibilities around deploying AI assistants as part of the strategy to help with staffing shortages.

Recently, Farhad helped one of their clients, a pharmacy association, build an AI assistant to help pharmacists review prescriptions before they are sent.



Before rolling it out, they asked one question: **if the AI makes a mistake, who is responsible?**

Farhad put that same question to Jamie Atchison, Senior Director of Innovation and Strategy · Association of Schools and Programs of Public Health (ASPPH) on their latest podcast episode.

Her answer was direct: **humans are responsible, always.**

The technology needs guardrails, but accountability stays with people. Governance can't be a document you file once and forget. It has to keep evolving with the tools.

They also got into who needs to sit at the discussion table before you deploy AI, why the data you train it on matters as much as the tool itself, and why waiting to see who wins the AI race is the riskier bet.

[Listen to the full conversation with Jamie.](#)



Need help? Get Quality!
Contact a CAM member:

- www.mover.net/find-a-mover
- www.mover.net/member-directory
- admin@mover.net
- 866-860-0065

TOGETHER, WE ARE BETTER!

Social Media Connections

Have you liked us yet?



Canadian Association of Movers | PO Box 26004 RPO Churchill | Mississauga, ON L5L 5W7
CA

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

Legal Disclaimer

The Canadian Association of Movers and/or any of its staff or members cannot and will not accept any legal responsibility for the accuracy of the information and details given in this newsletter which information has been obtained or given in good faith.

www.mover.net | cam_national@mover.net | [Media Kit](#)

Copyright © 2026. All Rights Reserved.



Try email marketing for free today!